

LEO BURNETT, U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

Ad No. 5-0044-1974 Calendar Parks - Reg. No. 97102 - R&W Blvd. - 49th St. - Vending - 75 (IN)

Printed in U.S.A.

1974

JANUARY	FEBRUARY	MARCH	APRIL
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
MAY	JUNE	JULY	AUGUST
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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More than two of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Vendor who keeps all of his machines properly stocked with Philip Morris brands.

Be sure to ask your Philip Morris man about our new

Vending Improvement Program, the most realistic and productive program in the industry.

Here's the score* for '74:

Gains in Domestic Cigarette Consumption Over 1973:
Total Industry + 14.91 billion
Philip Morris USA + 10.29 billion
Rest of Industry + 4.62 billion

*Source: 1974 Annual Report, Research Division, December 31, 1974
Excludes all Winston 70s, Winston Lights, Winston Lights 100s

The Profit Makers come from **Philip Morris USA**



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